

**INDIA TRADE PROMOTION ORGANISATION**

**FOOD EXPO – HONG KONG**

**FACT SHEET**

Name of the event	Food Expo 2014
Dates:	Trade Hall: August 14-16, 2014 (3-day event) Public Hall: August 14-18, 2014 (5-day event)
Exhibit Categories	<b>1. Food &amp; Beverage Products</b> <ul style="list-style-type: none"><li>• Bakery Products</li><li>• Beverages (alcoholic)</li><li>• Beverages (non-alcoholic), Health Drinks, Coffee, Tea</li><li>• Biscuits, Snacks &amp; Confectionery</li><li>• Canned, Frozen &amp; Processed Food</li><li>• Convenient &amp; Instant Food</li><li>• Dairy Products</li><li>• Fruits &amp; Vegetables</li><li>• Health, Green &amp; Organic Food</li><li>• Meat &amp; Poultry</li><li>• Rice, Noodles &amp; Pasta</li><li>• Sauces &amp; Seasonings</li><li>• Seafood</li><li>• Sugar &amp; Sweets</li></ul> <b>2. Food Packaging, Labeling, Safety &amp; Logistic Products &amp; Services</b> <b>3. Food Processing Products, Machinery &amp; Related Services</b>
Venue	Hong Kong Convention and Exhibition Centre 1, Expo Drive, Wanchai, Hong Kong
Exhibitor Profile	<ul style="list-style-type: none"><li>• Manufacturers, traders and distributors of food &amp; beverages, food related products &amp; services from all over the world.</li></ul>
Highlights of 2013 edition	<ul style="list-style-type: none"><li>• Attended by 1,145 exhibitors (3% increase over previous edition) from 26 countries and regions including Australia, Comodia, Canada, Chinese mainland, Greece, Hong Kong, Indonesia, Iran, Italy, Japan, Korea, Macau, Malaysia, Mexico, New Zealand, The Netherlands, The Philippines, Poland, Saudi Arabia, South Africa, Spain, Taiwan, Thailand, US, UAE and Vietnam.</li><li>• 4 Themes in Gourmet Zone 2013: 1) Asia Cuisine, 2) Chic &amp; More, 3) Sweet Delight and 4) Western Delicacy</li><li>• Visited by 19,668 trade buyers from 63 countries/regions in 2013</li></ul>
Booth Rentals	<b>Trade Hall</b> (3-day B2B event): <b>Rs. 23,500 per sq mtr. built-up area</b> (Minimum 9 sq. mtrs. booth) <b>Public Hall</b> (5-day B2B-cum-B2C event): <b>Rs. 25,000 per sq mtr. built-up area</b> (Minimum 12 sq. mtrs. booth) <i>Corner Premium: 10% extra (a booth of minimum 9 sq. mtrs. must be taken)</i>
Booking Amount	Rs. 50,000 for 6 sq. mtr booth and Rs. 75,000 for 9 sq. mtrs. booth
Fair Officer	<b>Prem Singh</b> , Sr. Manager, India Trade Promotion Organisation, (email: <a href="mailto:ps@itpo.gov.in">ps@itpo.gov.in</a> , cell: 09891851705)